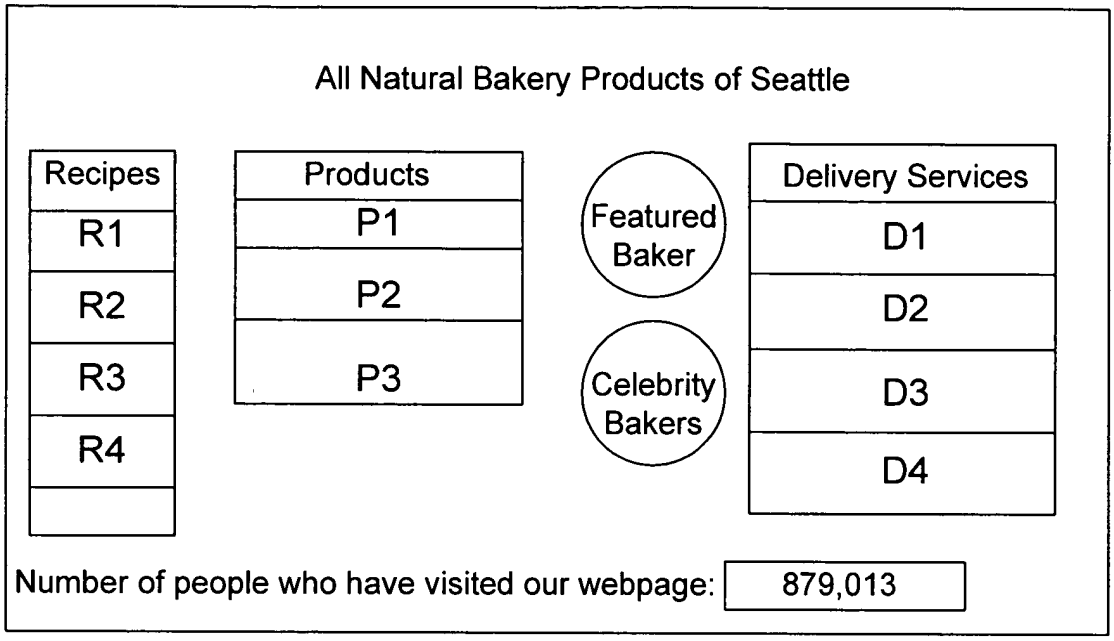

(PRIOR ART)

FIGURE 1(A)

LINK	CLICKS
https://web.seattlebaking.com/recipes/get/muffins	12
https://web.seattlebaking.com/recipes/get/pancakes	34
https://web.seattlebaking.com/recipes/get/tortillas	3
https://web.seattlebaking.com/recipes/get/beignets	0
https://web.seattlebaking.com/bigshotbaker	1098
https://web.seattlebaking.com/featuredbaker/brooke	549
https://web.seattlebaking.com/delivery/home	96
https://web.seattlebaking.com/delivery/office	516
TOTAL CLICKS	2308
NUMBER OF TIMES WEBPAGE WAS ACCESSED (IMPRESSIONS)	12,981

(PRIOR ART)

FIGURE 1(B)

User indicates (e.g. by mouseover) Link E2 on the data display. This may:

- Highlight Link E2 in the data display,
- Highlight the corresponding content module ("Editorials"),
- Display demographic data for Link E2, and
- Highlight Link E2 in the webpage display.

User indicates (e.g. by mouseover) Link E2 on the webpage display. This may:

- Highlight Link E2 in the webpage display.
- Display demographic data for Link E2 in the data display,
- Highlight the corresponding content module in the data display ("Editorials"), and
- Highlight Link E2 in the data display.

Data Display

Link Data	
Link	*Clicks*
Link BA	345
Link 11	78
Link 12	63
Link 13	138
Link 14	3
Link 15	67
Link E2	191

Content Module Data	
Module	*Clicks*
Banner	345
Content Module 1	565
Content Module 2	34
Breaking News	223
Editorials	554

Demographic Data			
Age	*Male*	*Female*	*All*
<10	11%	10%	21%
11-13	17%	4%	21%
14-18	18%	3%	21%
19-26	19%	18%	37%
27-45	65%	35%	100%

Webpage Display

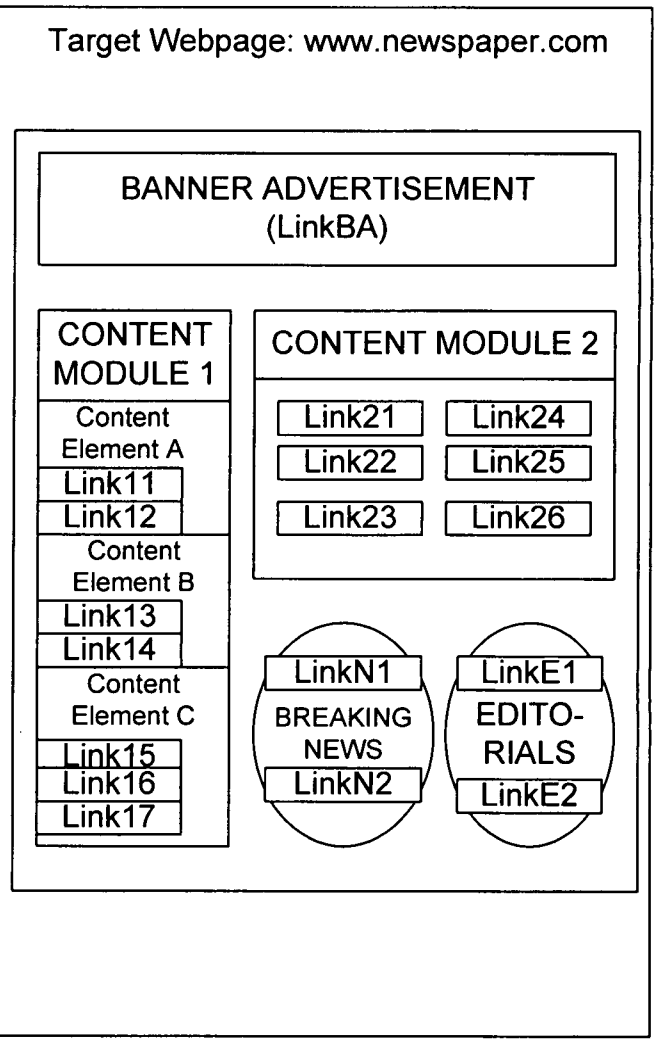

FIGURE 1(C)

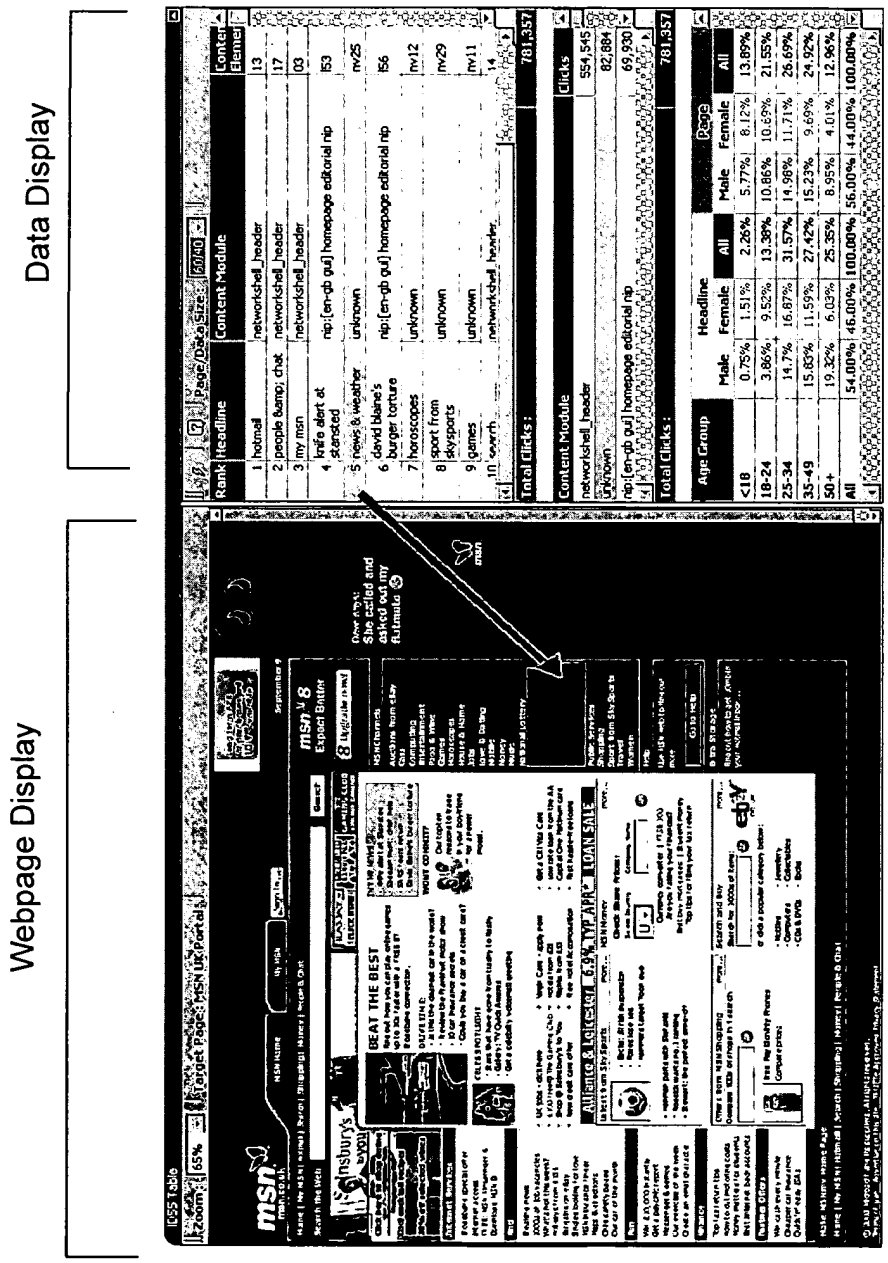
Webpage Display
Data Display
Links Box
Content Modules Box
Third Box

FIGURE 1(D)

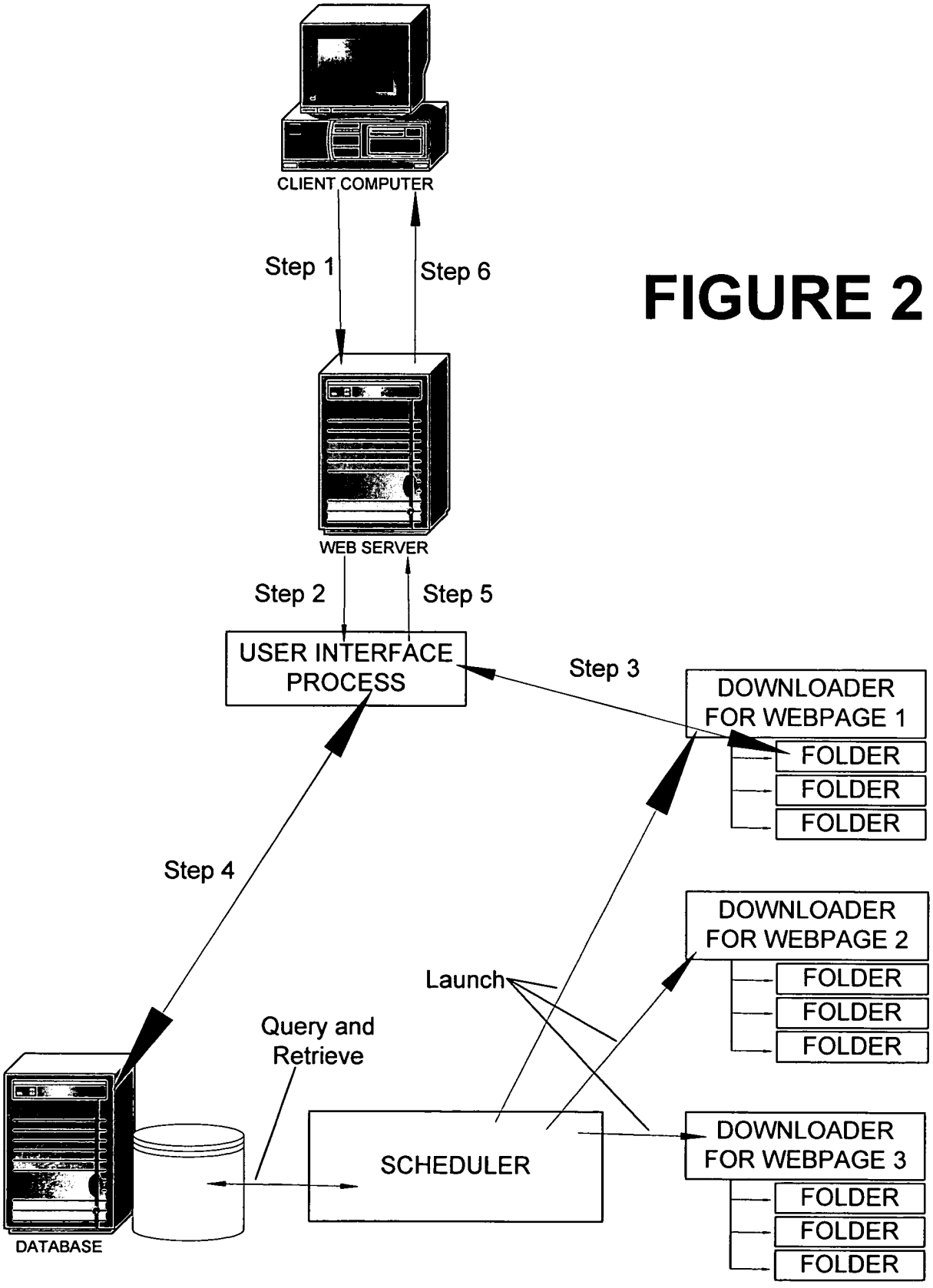
CLIENT COMPUTER
Step 1
Step 6
WEB SERVER
Step 2
Step 5
USER INTERFACE PROCESS
Step 3
DOWNLOADER FOR WEBPAGE 1
FOLDER
FOLDER
FOLDER
Step 4
DOWNLOADER FOR WEBPAGE 2
FOLDER
FOLDER
FOLDER
Launch
Query and Retrieve
SCHEDULER
DOWNLOADER FOR WEBPAGE 3
FOLDER
FOLDER
FOLDER
DATABASE

FIGURE 2

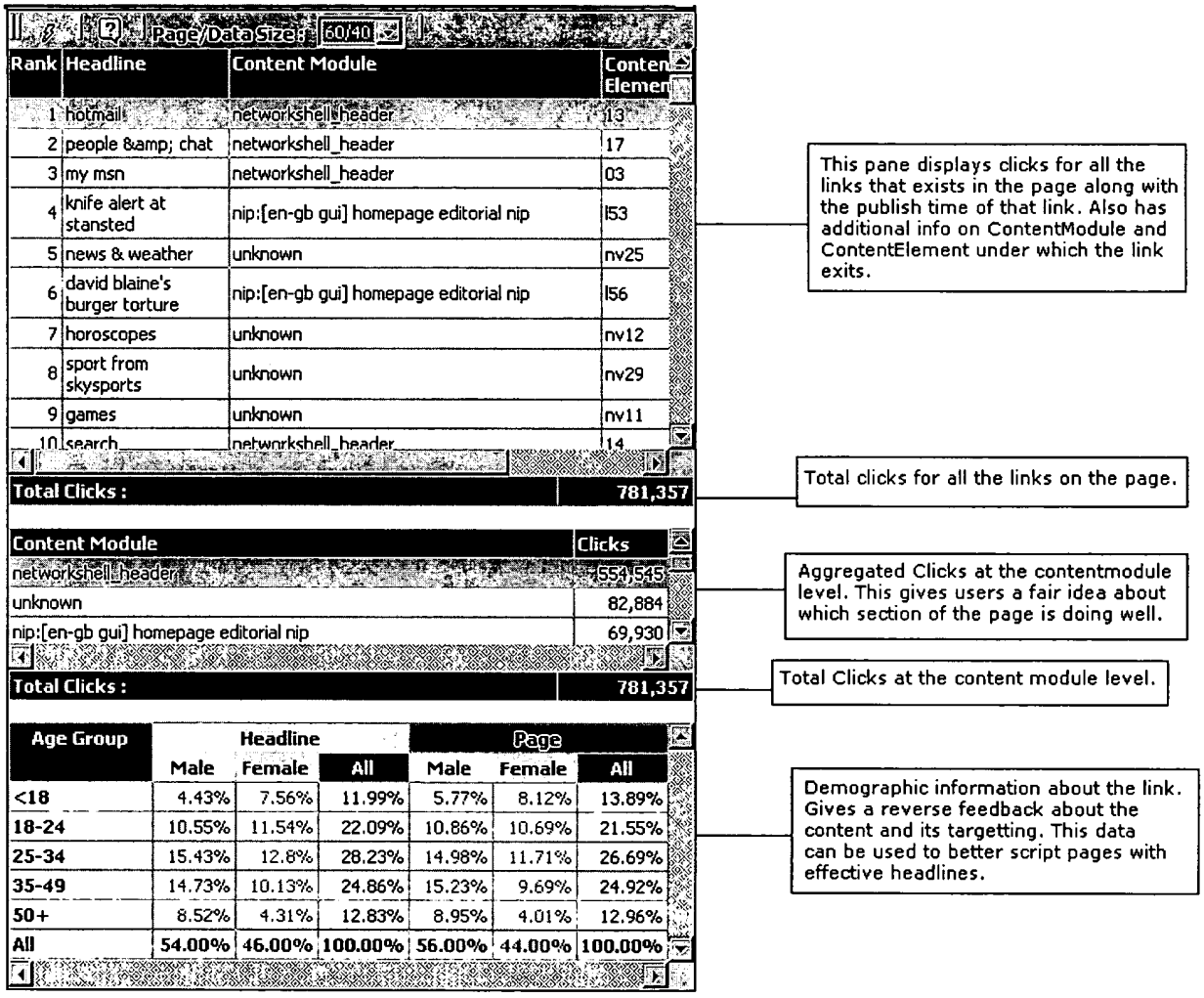
Page/Data Size: 60/40
Rank | Headline | Content Module | Content Element
1 | hotmail | networkshell_header | 13
2 | people & chat | networkshell_header | 17
3 | my msn | networkshell_header | 03
4 | knife alert at stansted | nip:[en-gb gui] homepage editorial nip | l53
5 | news & weather | unknown | nv25
6 | david blaine's burger torture | nip:[en-gb gui] homepage editorial nip | l56
7 | horoscopes | unknown | nv12
8 | sport from skysports | unknown | nv29
9 | games | unknown | nv11
10 | search | networkshell_header | 14
Total Clicks : 781,357
Content Module | Clicks
networkshell_header | 655,545
unknown | 82,884
nip:[en-gb gui] homepage editorial nip | 69,930
Total Clicks : 781,357
Age Group | Headline | | | Page | | |
Male | Female | All | Male | Female | All
<18 | 4.43% | 7.56% | 11.99% | 5.77% | 8.12% | 13.89%
18-24 | 10.55% | 11.54% | 22.09% | 10.86% | 10.69% | 21.55%
25-34 | 15.43% | 12.8% | 28.23% | 14.98% | 11.71% | 26.69%
35-49 | 14.73% | 10.13% | 24.86% | 15.23% | 9.69% | 24.92%
50+ | 8.52% | 4.31% | 12.83% | 8.95% | 4.01% | 12.96%
All | 54.00% | 46.00% | 100.00% | 56.00% | 44.00% | 100.00%
This pane displays clicks for all the links that exists in the page along with the publish time of that link. Also has additional info on ContentModule and ContentElement under which the link exits.
Total clicks for all the links on the page.
Aggregated Clicks at the contentmodule level. This gives users a fair idea about which section of the page is doing well.
Total Clicks at the content module level.
Demographic information about the link. Gives a reverse feedback about the content and its targetting. This data can be used to better script pages with effective headlines.

FIGURE 3

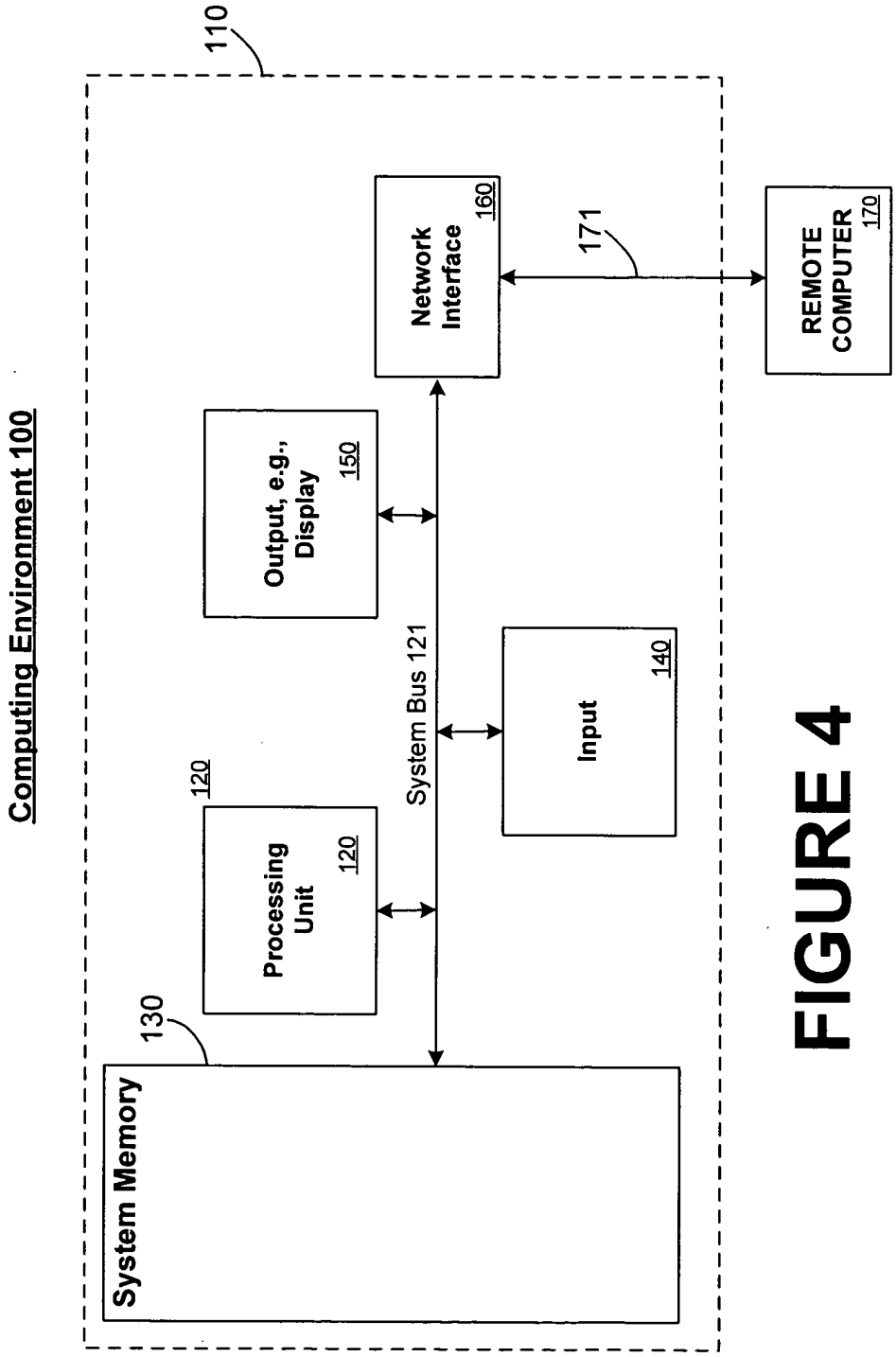
110
Computing Environment 100
Network Interface
160
171
REMOTE COMPUTER
170
Output, e.g., Display
150
System Bus 121
Input
140
120
Processing Unit
120
130
System Memory

FIGURE 4

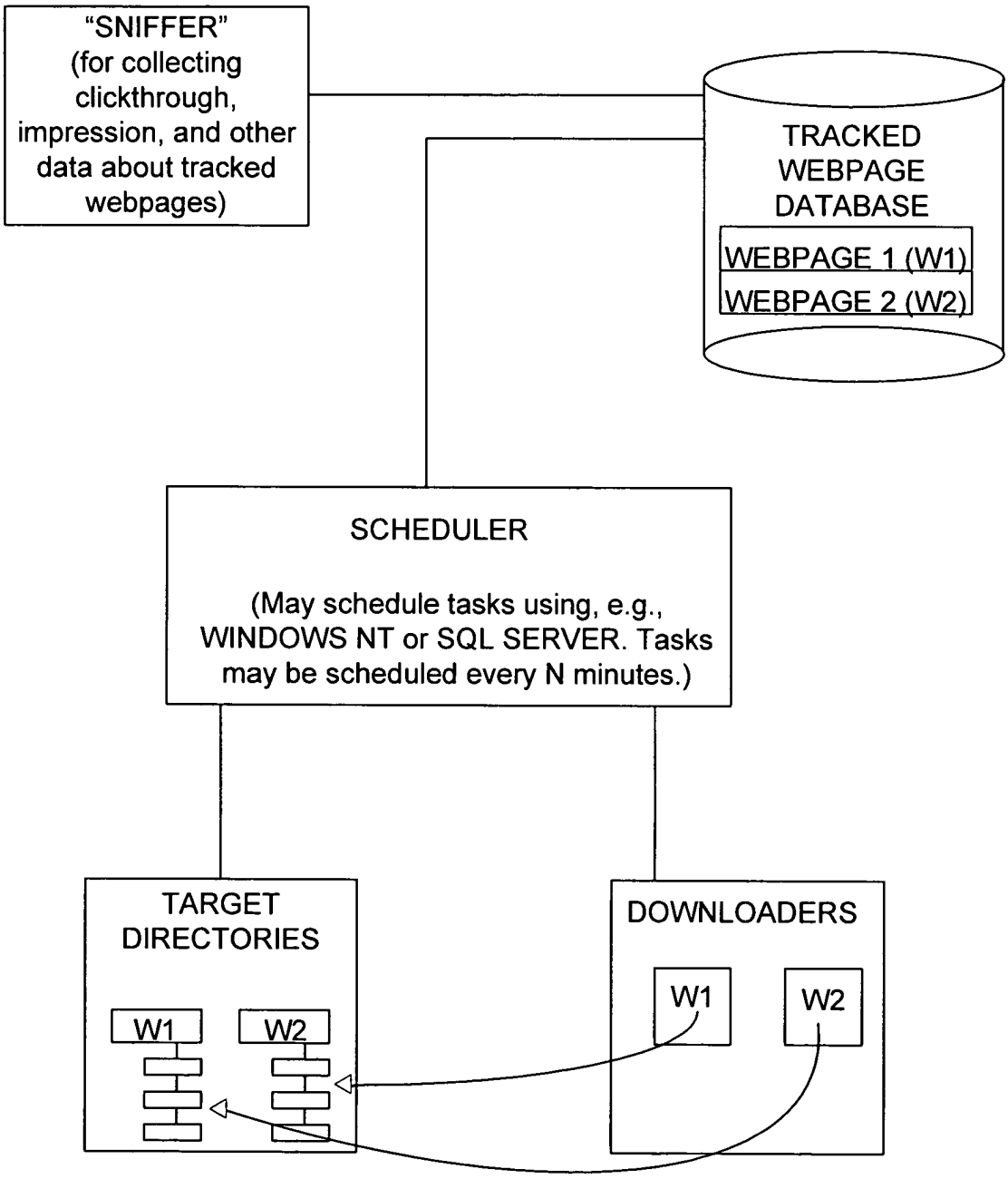
"SNIFFER"
(for collecting clickthrough, impression, and other data about tracked webpages)
TRACKED WEBPAGE DATABASE
WEBPAGE 1 (W1)
WEBPAGE 2 (W2)
SCHEDULER
(May schedule tasks using, e.g., WINDOWS NT or SQL SERVER. Tasks may be scheduled every N minutes.)
TARGET DIRECTORIES
W1
W2
DOWNLOADERS
W1
W2

FIGURE 5

```
<config>
    <rootdirectory>C:\Inetpub\wwwroot\NetMetrix\RealTime\Historical</rootdirectory>
    <scriptfile>C:\Inetpub\wwwroot\NetMetrix\RealTime\Custom.js</scriptfile>
    <proxy>http://itgproxy:80</proxy>
    <downloadtimeout>10</downloadtimeout>
    <downloadretry>1</downloadretry>
    <exefullpathfile>C:\RealTime\PreviewQueue.exe</exefullpathfile>
    <connection>data source=cptrarpts04; initial catalog=RealTime_V2; trusted_connection=true; </connection>
</config>
```

FIGURE 6

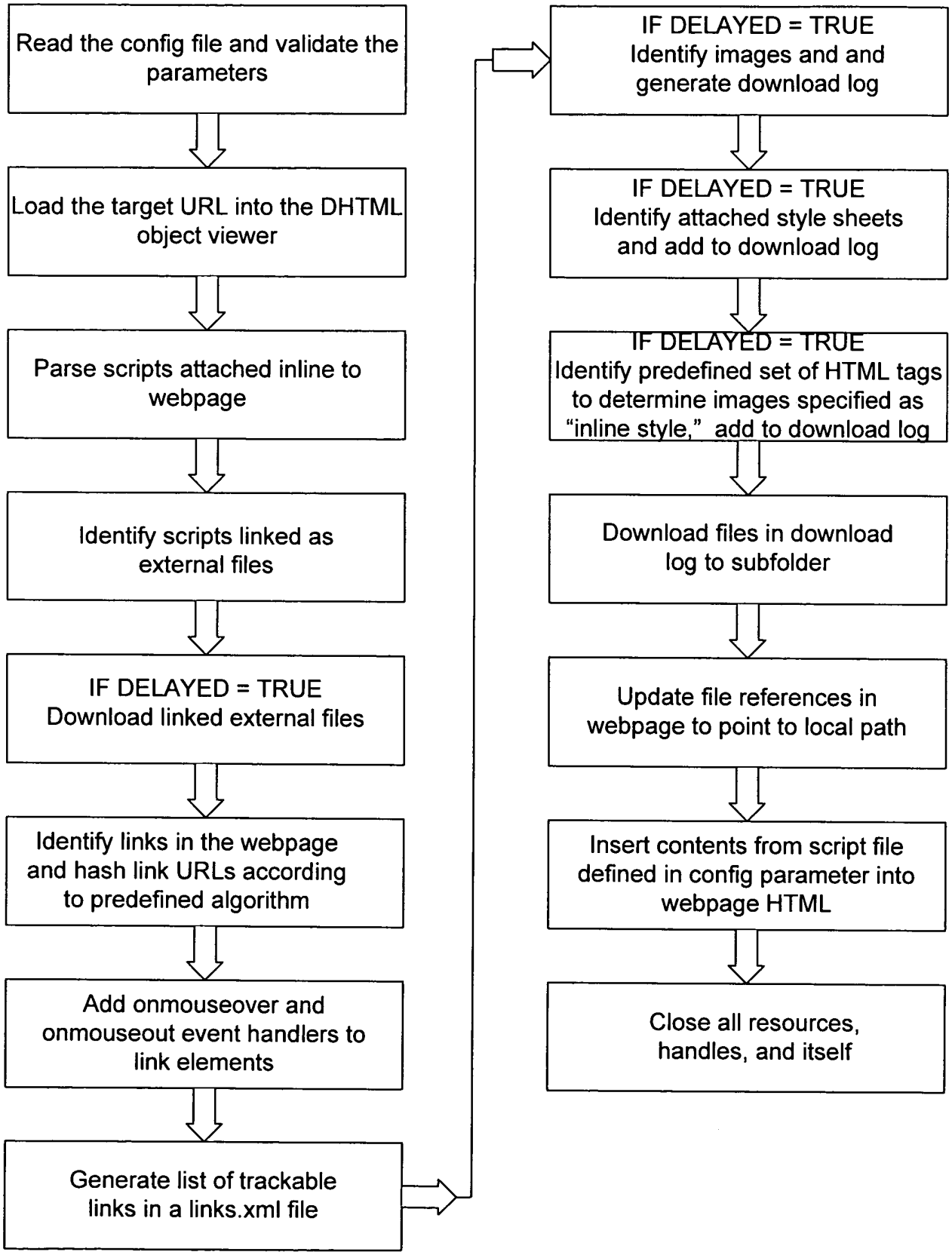
Read the config file and validate the parameters
Load the target URL into the DHTML object viewer
Parse scripts attached inline to webpage
Identify scripts linked as external files
IF DELAYED = TRUE Download linked external files
Identify links in the webpage and hash link URLs according to predefined algorithm
Add onmouseover and onmouseout event handlers to link elements
Generate list of trackable links in a links.xml file
IF DELAYED = TRUE Identify images and and generate download log
IF DELAYED = TRUE Identify attached style sheets and add to download log
IF DELAYED = TRUE Identify predefined set of HTML tags to determine images specified as "inline style," add to download log
Download files in download log to subfolder
Update file references in webpage to point to local path
Insert contents from script file defined in config parameter into webpage HTML
Close all resources, handles, and itself

FIGURE 7

```
<config>
  <delayed>True</delayed>
  <sourcepage>ca.msn.com/</sourcepage>
  <codepage>1252</codepage>
  <targetdirectory> C:\Inetpub\wwwroot\NetMetrix\RealTime\Historical \camsncom\03_26_2003_19</targetdirectory>
  <scriptfile>C:\RealTime\Custom.js</scriptfile>
  <proxy>http://itgproxy:80</proxy>
  <downloadtimeout>10</downloadtimeout>
  <downloadretry>1</downloadretry>
</config>
```

FIGURE 8